

RECEIVED  
CENTRAL FAX CENTER

SEP 08 2010

Docket No.: 109862-68946  
(PATENT)

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:  
Anand SUBRAMANIAN et al.

Appeal No. 2010-002280

Application No.: 10/001,772

Confirmation No.: 4306

Filed: October 31, 2001

Art Unit: 3688

For: INTERNET CONTEXTUAL  
ADVERTISEMENT DELIVERY SYSTEM  
AND METHOD

Examiner: R. Alvarez

SUPPLEMENTAL CONFIRMATION OF HEARING BY APPELLANTBoard of Patent Appeals and Interferences  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450


Dear Sir:

This confirmation supplements Appellants' confirmation timely filed on August 19, 2010 (a copy of which is enclosed), to indicate the planned attendance of the following two co-inventors to the above-identified patent application at the oral hearing scheduled for 1:00 p.m. on September 14, 2010:

- Anand Subramanian
- Jeremy Sterns

Dated: September 8, 2010

Respectfully submitted,

By   
Thomas J. Bean  
Reg. No. 44,528  
Gibbons P.C.  
One Gateway Plaza  
Newark, New Jersey 07102-5310  
(973) 596-4779#1561270 v1  
109862-68946